



**OFFICE OF THE CHIEF FINANCIAL OFFICER (OCFO)**  
**Position Vacancy Announcement**

SERVICING PERSONNEL OFFICE/UNIT: **OMA, Human Resources Division**

ANNOUNCEMENT NO: <b>05-AD-DCLB-0002</b>	POSITION: <b>Lottery Product Manager</b>
POSITION SERIES: <b>DS-301</b>	POSITION GRADE: <b>DS-12/1 – 13/10</b>
OPENING DATE: <b>October 14, 2004</b>	CLOSING DATE: <b>Open Continuously</b>
IF "OPEN UNTIL FILLED," FIRST SCREENING DATE: <b>October 27, 2004</b>	SALARY RANGE: <b>\$52,902 - \$68,156</b>  TOUR OF DUTY:
WORKSITE: <b>2101 ML King, Jr. Avenue SE</b>	AREA OF CONSIDERATION: <b>Unlimited</b>
PROMOTION POTENTIAL: <b>DS-13</b>	NO. OF VACANCIES: <b>One (1)</b>
AGENCY: <b>DC Lottery and Charitable Games Board (DCLB)</b>	DURATION OF APPOINTMENT: <b>Permanent</b>

This position is **NOT** in a collective bargaining unit.

**BRIEF DESCRIPTION OF DUTIES:** The incumbent is responsible for developing marketing advertisements, research, newsletters, marketing analyses, community event advertising, and media advertising. Monitors competitive opportunities to expand the Lottery's market position. Supports research and analysis, procurement, and takes the lead in new project development and project management. Provides leadership in contract administration, requirements definition, and information exchange. Assists with, planning, developing, administering, and executing, all marketing functions and programs. Works on or leads teams developing new lottery products and keeps current with new technology and techniques for advertising programs. Serves as technical reviewer of all advertising prior to them being submitted to the Chief, Marketing. Oversees community programs and strategies, anniversary celebrations, special promotions, internally and externally. Directs the day-to-day community relations activities.

**QUALIFICATIONS REQUIREMENTS:** One (1) year of Specialized Experience equivalent to the next lower level.

**SPECIALIZED EXPERIENCE:** Is experience that has provided the applicant with the particular knowledge, skills, and abilities to perform successfully the duties of the position, and that is typically in or related to the work of the position to be filled. To be creditable, specialized experience must have been equivalent to at least the next lower grade level in the normal line of progression for the occupation in the organization.

**SUBMISSION OF RANKING FACTORS:** The following ranking factors will be used in the evaluation process. All applicants **MUST** respond to the ranking factors **ON A SEPARATE SHEET OF PAPER. PLEASE SEND AS AN ATTACHMENT TO YOUR DC2000.** Please describe specific incidents of sustained achievements from your experience that show evidence of the level at which you meet the ranking factors that have been determined to be of importance for the position for which you are applying. You may refer to any experience, education, and training, awards, outside activities, etc. that includes the degree to which you possess the job related knowledge, skills, and abilities described in the ranking factors. The information given in response to the ranking factors should be complete and accurate to the best of your knowledge. **FAILURE TO RESPOND TO ALL RANKING FACTORS WILL ELIMINATE YOU FROM CONSIDERATION.**

1. Broad understanding of statistical and trend analysis and the ability to relate the analysis to product support, and operational performance..
2. Extensive knowledge of the creative process, marketing policies, and advertising and media support to efficiently perform a variety of marketing development and support functions.
3. Demonstrated ability to project manage high visibility marketing projects and the aptitude to understand draw procedures and broadcast media responsibilities.
4. Skill in oral and in written communications.
5. Ability to apply budgeting principles and contract management skills to departmental budgets and contracts.

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SUBSTITUTION OF EDUCATION FOR EXPERIENCE WILL BE ALLOWED AS DEFINED BY OPM'S QUALIFICATION STANDARDS. HOWEVER, IN ORDER TO RECEIVE CREDIT, YOU MUST SUBMIT OFFICIAL PROOF OF EDUCATIONAL ATTAINMENT WITH YOUR APPLICATION. TIME-IN-GRADE REQUIREMENTS ARE APPLICABLE. APPLICANTS CLAIMING VETERAN'S PREFERENCE MUST SUBMIT OFFICIAL PROOF WITH THE APPLICATION.

DRUG-FREE WORKPLACE ACT OF 1988: "PURSUANT TO THE REQUIREMENTS OF THE DRUG-FREE WORKPLACE ACT OF 1988, THE INDIVIDUAL SELECTED TO FILL THIS POSITION WILL, AS A CONDITION OF EMPLOYMENT, BE REQUIRED TO NOTIFY HIS OR HER IMMEDIATE SUPERVISOR, IN WRITING, NOT LATER THAN FIVE (5) DAYS AFTER CONVICTION OF OR A PLEA OF GUILTY TO A VIOLATION OF ANY CRIMINAL DRUG STATUTE OCCURRING IN THE WORKPLACE."

APPLICATIONS SUBMITTED FOR CONSIDERATION WILL NOT BE RETURNED TO THE APPLICANT, EXCEPT THAT APPLICATIONS RECEIVED OUTSIDE THE AREA OF CONSIDERATION OR AFTER THE CLOSING DATE WILL BE RETURNED WITHOUT ACTION.

**WORKING CONDITIONS:** Office Environment

**PHYSICAL EFFORT:** Sedentary

ALL POSITIONS NOT IN THE COLLECTIVE BARGAINING UNIT SERVE AT THE PLEASURE OF THE CFO AND MAY BE TERMINATED AT WILL.

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**HOW TO APPLY:** ALL APPLICANTS, INCLUDING DEPARTMENTAL EMPLOYEES AND OTHER DC GOVERNMENT EMPLOYEES, MUST SUBMIT THE DISTRICT OF COLUMBIA APPLICATION, [DC 2000](#). (RESUME MAY BE ATTACHED.) EMPLOYEES AFFECTED BY RESTRUCTURING MUST SUBMIT THEIR APPLICATION WITH THE APPLICATION TRANSMITTAL FORM. **ALL APPLICATIONS AND SUPPORTING DOCUMENTS MUST BE RECEIVED BY CLOSE OF BUSINESS (5:00PM) ON THE CLOSING DATE OF THIS ANNOUNCEMENT.**

"A NON-COMPETITIVE SELECTION OF A CANDIDATE ON THE AGENCY'S REEMPLOYMENT PRIORITY LIST OR THE DISPLACED EMPLOYEE'S PRIORITY LIST WILL RESULT IN CANCELLATION OF THIS ANNOUNCEMENT."

## WHERE TO APPLY:

Janice Cager  
OCFO – OMA – Human Resources  
941 North Capitol Street, N.E., Suite 1200  
Washington, DC 20002  
(202) 442-6523

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**RESIDENCY PREFERENCE AMENDMENT ACT OF 1998:** An external applicant for a position in the OCFO who is a bona fide resident of the District of Columbia AT THE TIME OF APPLICATION, may claim a hiring preference over a non-resident applicant by completing the 'Residency Preference for Employment' form, [DC 2000RP](#), and submitting it with the employment application, [DC 2000](#). To be granted preference, an applicant must: (1) be qualified for the position; and (2) submit a claim form at the time of application. Except for employees entitled by law to preference, preference will not be granted unless the claim is made at the time of application. This preference is only granted upon initial appointment.

**NOTICE OF NON-DISCRIMINATION:** In accordance with the D.C. Human Rights Act of 1977, as amended, D.C. Official Code section 2-1401.01 *et seq.*, (Act) the District of Columbia does not discriminate on the basis of actual or perceived: race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, familial status, family responsibilities, matriculation, political affiliation, disability, source of income, or place of residence or business. Sexual harassment is a form of sex discrimination, which is also prohibited by the Act. In addition, harassment based on any of the above, protected categories is prohibited by the Act. Discrimination in violation of the Act will not be tolerated. Violators will be subject to disciplinary action.

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**SALARY REDUCTION OF REEMPLOYED ANNUITANTS:** An individual selected for employment in the District Government on or after January 1, 1980, who is receiving an annuity under District government civilian retirement system, shall have his or her pay reduced by the amount of annuity allocable to the period of employment.

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**OFFICIAL JOB OFFERS ARE MADE ONLY BY THE OMA HUMAN RESOURCES**

OFFICE OF THE CHIEF FINANCIAL OFFICER

AN EQUAL OPPORTUNITY EMPLOYER